



*"Thank You,
Mrs. Chips!"*

"Thank You, Mrs. Chips" is a companion piece to the movie, **"Thank You, Mr. Chips"**. Mr. Chips in the film, tells the story of the first potato chips, and takes us through a modern potato chip plant. He helps Mrs. Whipple's morale when she entertains her husband's boss at dinner.

Mrs. Chips, in this booklet, uses photographs, sketches, and chatter to help any host or hostess gain the reputation of serving delicious foods at tables set with originality and charm.

For the menu planning helps, for the rules for table setting, for service, for table decorations, and for foods for serving crowds, we say

"Thank You, Mrs. Chips"



This booklet has been prepared under the direction of Florence La Ganke Harris, Home Economics Director of The National Potato Chip Institute, Inc., Cleveland, Ohio.



"Heigh ho for a summer picnic. Gay bandanas and colorful calico print squares are tied—bobo style—into pokes or pouches. Inside are buns, pickles, baked beans in small pots, radishes, potato chips, with gum drops for dessert. A large bowl holds a cold drink."

Hobo Pokes for Picnic Tables

Baked beans	Pickles	Potato chips
Olives	Radishes	Tomatoes
Cookies	Candies	Fruit punch

Table: any sturdy rustic or picnic table with stout benches.

Centerpiece: set near end of table is an arrangement of fresh, colorful fruits, vegetables, and flourishing geraniums.

Paper napkins, picnic spoons and forks, paper cups, paper plates.

Picnic Pouches

Cut a 36 inch square of gaily colored percale or calico. Lay this square flat. Place paper plate holding bean pot, potato chips, relishes in center of square. Bring two opposite ends together and tie in knot; repeat with other two ends which are slipped under first knot and then brought over and tied. This gives a handle by which the filled picnic poke may be lifted or carried.

Bandanas may be used in place of the calico squares.

TIPS from Mrs. Chips....

Mrs. Chips says: *Plan party food that pleases*

Make menu *interesting*:

- VARY FLAVORS (who wants pineapple or tomato more than once in a meal?)
- VARY COLORS (Your face should be red if you serve beets, cranberries, and raspberries.)
- VARY TEMPERATURES (enthusiasm is chilled with cold meats, jellied salad, and orange sherbet.)
- VARY SHAPES (you're behind the 8 ball if you serve melon balls, croquettes, apple dumplings.)
- VARY TEXTURES (let's hope your guests are not toothless crones who want cream soup, mashed potatoes, blanc mange at the same meal.)
- VARY RICHNESS (your "hippy" guests won't like you if you smother everything in whipped cream.)

Select foods that are quite universally liked (onions, garlic, oysters have their enemies.)

Select foods that won't go temperamental if a guest is late.

Try a new recipe on the family (not on company), but let your company dishes and linen be used frequently by the family.

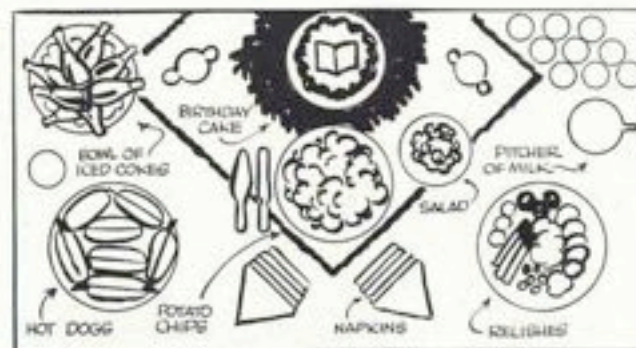
Avoid overgarnishing; e. g., parsley hedges, whipped cream blankets.

Choose foods that are not all "last minute" ones, or top-of-the stove types.

Remember that an apologetic hostess fixes food fiascos in the minds of her guests; least said, soonest forgotten.



"A birthday table. Buns with hot dogs and fresh green onions, potato chips in ample supply, tall glasses of creamy milk - - and, in the place of honor, a birthday cake with lighted candles. What more could a young host want to set before his guests?"



Birthday Party Table, set buffet style

Sandwich buns with frankfurters and green spring onions.
Potato chips • Milk • Birthday Cake • Soft drinks

Table: use any table, preferably oblong.

Linen: plain cloth in white or color. A 36 inch square heavy linen cloth with embroidered "happy birthdays" scattered over square may be placed so that triangular half of square accents the large birthday cake.

China: use "fiesta" or other pottery plates.

Glass: pitcher and mugs for milk, punchbowl for cracked ice and soft drink bottles, large plate for buns.

Silver: knife and server for cake; dessert forks for cake.

Wicker basket or pottery bowl: for potato chips.

Sandwich Buns

Allow two buns per guest. Split slender buns lengthwise and spread generously with softened butter. Lay washed and drained spring onions on the lower half of the bun. Allow green stalks to extend at one or both of the ends. Place well-heated frankfurters on the onions. Lay a row of potato chips on the frankfurters. Cover with the top half of the bun.

Birthday Cake

The birthday cake is a 3 layered round, iced on sides and top. On top of cake is a thick rectangle of cake cut in shape of opened book. On its iced surface are words "happy birthday" done in red icing. Lighted candles are at the base of cake.

TIPS from Mrs. Chips....

Mrs. Chips says: *Score success with simple settings.*

The comfort of her guests is the hostess' first consideration. Tradition and usage have set a pattern in table setting. Deviating from this pattern is no crime but it may confuse the guests.

Men like a tablecloth better than doilies or place mats. Protect the table top with a silence cloth or table pads beneath the table cloth.

Crowded guests are uncomfortable. Allow each guest from 20 to 24 inches of space. This space is known as a "cover". At its center is set the plate. Reading from left to right we find napkin, dinner fork, plate, dinner knife, teaspoon, soup spoon. At head of fork or forks (if salad fork is used) is bread and butter plate with butter knife laid across plate and at right angles to table edge. At head of knife is placed water glass.

Table silver is placed in order in which it will be used. Unless salad is eaten before main course the salad fork is placed at right of dinner fork. Fork tines and bowls of spoon are up; cutting edge of knife is toward plate.

Napkin may be placed at the left of the forks or laid in the center of the empty plate set in the middle of each "cover." Place the folded napkin so that its open corners are toward the plate or toward the right.

Keep centerpiece low. Flame of lighted candles should be above or below eye level.

Serving silver such as jelly spoons, pickle forks are laid on the cloth beside the dish. Once used, however, they remain in the dish.



For color and sparkle nothing can equal assorted canapés. Note the deep green leaf-shaped pottery plates. They hold potato chips topped with a cream cheese, red and green pepper spread. Marinated shrimps and caviar topped canapés make choice difficult. Strips of smoked salmon, uncurled anchovies, are slender ribbons of color on the pastry base. Radishes and strips of curled celery are almost as crunchy as the large potato chips.

Potato Chip Teasers

Canapés are at their best when used as the first course of a dinner. Potato chip teasers are more versatile. They may be used at afternoon parties, at teas. They make good nibbling food when one is dummy in a card game. They require little time to prepare. Young cooks can make them with ease.

Select large chips which are as flat as possible. Have the spread soft enough so that you can cover the top of the chip easily and without breaking the fragile chip. Be sure that the spread covers all the top surface of the chip, otherwise the broiling flame browns the chip before the spread is heated to bubbling.

Suggested spreads

1. Peanut butter, preferably the crunchy type.
2. Peanut butter, brown sugar mixed with melted butter and shredded coconut.
3. Granulated sugar and cinnamon mixed with melted butter.
4. Prepared cocoa-mix blended with melted butter.
5. Brown sugar mixed with melted butter and shredded coconut.

TIPS from Mrs. Chips . . .

Mrs. Chips says: *Serve in style and with style*

Fill water glasses and light candles just before guests come to dining room.

Seat woman guest of honor at right of host; seat gentleman guest of honor at right of hostess; seat an engaged couple side by side to make them happy; do not seat husband and wife beside each other.

Waitress stands at left of host or hostess when food is carved or served at the table; waitress takes filled plate to left of guest to be served; waitress stands at left of guest when offering food in serving dish to which a guest helps himself; waitress stands at left to remove used dishes and to place plate or food for next course.

Waitress places beverage at the right of guest and stands at right when placing it. Waitress refills water glass from right, drawing the glass on the tablecloth to the edge of table where glass is refilled. Glass is not lifted from the table.

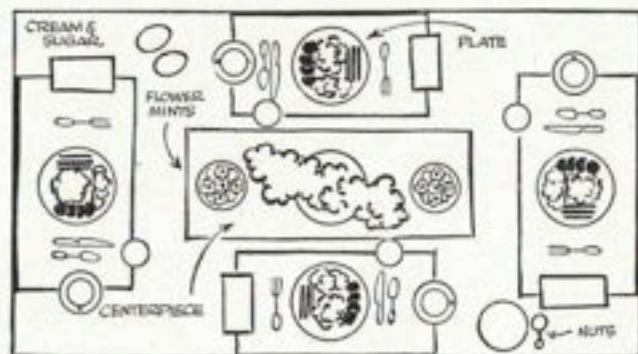
When dinner course is finished the waitress removes serving dishes which held food. Then she removes used china and silver from one guest at a time. As she removes a used plate she replaces it with a plate for next course.

Following the salad course the table is cleared of all foods and dishes. The waitress removes crumbs deftly. She holds a crushed napkin in her right hand and brushes crumbs into a plate held in her left hand and just below the surface of the table at the table's edge.

After the dessert course has been served the waitress refills water glasses before she leaves the dining room.



"This table says, 'Do come for lunch in May'. Pastel colored linens, sparkling glass, lilacs and tulips look like spring. So do the luncheon plates featuring fresh green asparagus. Even the mints are shaped like spring flowers."



Spring Luncheon for Foursome

Salad luncheon plate

Potato chips

Salted Nuts

Flower mints

Coffee

Table: one seating four comfortably.

Linens: bridge luncheon set with mats and napkins in various spring colors.

Centerpiece: Bowl arrangement of lilacs and rosy tulips, china figurines.

Glass: used throughout. Delicate china might have been used.

Silver: salad fork, dessert knife, teaspoon.

Wicker basket or pottery bowl: to hold potato chips.

Salad Luncheon Plate

On each large plate arrange serving of chicken salad in lettuce cup, two or three slices of baked Canadian bacon, 3 or 4 stalks of fresh asparagus dressed with melted butter, watermelon rind pickle, ripe olives, generous serving of potato chips.



Broiled steak, sliced fresh tomatoes, and crisp golden brown potato chips—such a combination makes a man's dream of good eating come true. Vitamins and vegetables are the contributions of the green beans and the kernel corn.

Note the variety in color and flavor—not to mention the variety in texture contributed by the crunchy, crackling potato chips.

When the budget won't allow steak, try this unusually good casserole of Eggs 'n Chips.

Eggs 'n Chips

Baking temperature: 350° F

2 cans cream of mushroom soup
2 cups milk
6 hard cooked eggs
¼ cup canned pimiento, chopped

Baking time: Approx. 30 minutes

½ green pepper
salt, pepper to taste
2 cups potato chips, crumbled
18 unbroken potato chips

Line a casserole with unbroken chips. Slice the hard cooked eggs. Combine the cream of mushroom soup and milk. Heat to the boiling point. Crumble two cups potato chips. Place a layer of sliced eggs on the unbroken chips. Add crumbled chips and chopped pimiento. Add some of the hot soup. Repeat until the eggs, soup and crumbled chips are used. Put the casserole, uncovered, in the preheated oven. Let the mixture cook until bubbling. Ten minutes before taking from the oven, top with whole potato chips. At serving time arrange thin rings of green pepper in a rosette over the top. Serve hot.



Any platter should be proud to carry such appetizing panfried fish which rival the potato chips in color. Both the potato chips and the crusty fish benefit by the contrasting color of pale green cucumber and red-ripe tomatoes. The tartare sauce shows flecks of red and green in its pale gold richness.

For a meatless day when fish is not available try this loaf served with a pimiento sauce.

Cheese and Nut Loaf

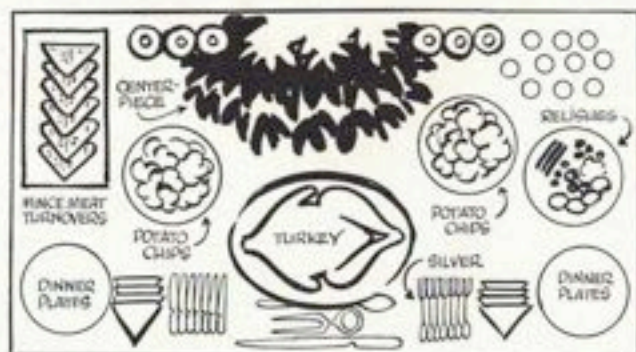
1 cup (¼ pound) nut meats, ground
1 cup (½ pound) cheese, ground
½ cup (1 ounce) potato chips, ground
1 cup freshly crumbled bread
¼ onion, chopped
2 tablespoons margarine or butter
¼ cup water
1 tablespoon lemon juice
Seasonings to taste, and if required

To get one-half cup potato chips mash them down into the measuring cup. Grind the cheese, nuts and chips together.

Chop the onion and sauté it until golden brown in the melted fat. Add the water and lemon juice to the onion mixture. Add this to the ground ingredients to which you have added the freshly crumbled bread. (Pack the bread into the cup after the bread has been crumbled. Do not use dry bread crumbs). Taste the mixture and add salt, pepper, and Worcestershire sauce only if necessary. Butter or grease a baking dish or loaf pan. Butter the bottom of the pan generously as the hot loaf tends to stick to the dish.

Set the loaf into an oven preheated to 350 degrees. Bake the loaf approximately one-half hour or until the top is a light golden brown.

"This Christmas buffet table is gay and good to look upon. The deep green cloth with its snowy white embroidered trees in an excellent foil for the Christmas tree plates, the fresh pine centerpiece, and the shimmering silvery angels. A large plate with its red and green mosaic of relishes and canapés is close beside the sparkling tomato juice. The turkey roasted to a golden brown completes this sumptuous holiday feast."



Christmas Buffet Supper

Spicy tomato juice		Canapés
Roast Turkey	Dressing	Hot giblet gravy
Green buttered peas		Rolls
Tossed green salad		Potato chips
Mince-meat turnovers		Hot coffee

Table: long one, preferably oblong

Linen: see description above

Centerpiece: see description above: glass candlesticks hold Christmas red candles

China: large plates decorated with Christmas tree in color: cups and saucers; dessert plates; turkey platter

Glass: Tall glasses with Christmas tree decoration; pitcher for tomato juice; serving plates for canapés and turnovers

Wicker basket or pottery bowl: large serving basket or bowl for potato chips.

Silver: carving knife and fork; dinner and dessert forks, dinner knives, teaspoons.

Canapés

Arrange plate with ripe and stuffed olives, tomato quarters, parsley, shelled hard cooked eggs and dill pickles which have been halved. Make small lengthwise trough in each half of the pickle. Place tiny pickled onions and dots of canned pimientos in troughs.

Brownies

The brownies are rich, chewy, and more-ish in flavor

4 squares chocolate	1 teaspoon vanilla
½ cup shortening	1 cup enriched flour
4 eggs	½ cup crumbled potato chips
2 cups sugar	½ cup chopped nut meats
½ teaspoon salt	

Melt the chocolate and shortening in the upper part of a double boiler. Beat the eggs, add the sugar and beat until smooth. Add the salt, vanilla, and cooled chocolate mixture. Mix well. Add flour and finely crumbed chips and the coarsely chopped nut meats. Black walnuts are especially good. Mix lightly. Use a pan about 8 by 8 by 2 inches. Line the pan with waxed paper and film this with melted fat. Pour the batter into the pan. Bake about 30 minutes in a 350 degree oven. Cool in the pan for five minutes after removing the pan from the oven. Then turn onto cake cooler, remove the waxed paper. Cut the brownies into squares.

Welsh Rabbit on Potato Chips

Welsh rabbit is a winter dish

1 tablespoon margarine or butter	1 egg
1 pound sharp Cheddar cheese, shredded or grated	1 teaspoon dry mustard
	dash of cayenne pepper
1 teaspoon Worcestershire sauce	½ cup milk, beer, or ale
	Potato chips

Melt butter in upper part of double boiler. Add cheese and stir until partly melted. Beat egg with sauce, mustard, pepper. Add milk, beer, or ale to cheese mixture. When the mixture is smooth and blended add the beaten egg. Keep stirring until mixture is a light, even consistency. Dish at once onto crisp potato chips. Salted almonds are a good accompaniment. So is a tart fresh fruit salad.

Super-special Ham Loaf

Surprisingly good on a cold night

¼ cup brown sugar	2 cups ground cooked ham
1 teaspoon dry mustard	1½ cups ground fresh pork
2 tablespoons vinegar	2 eggs
3 slices canned pineapple	1 cup milk
salt	½ cup finely crumbed crackers
pepper	½ cup finely crumbed potato chips

Mix brown sugar, mustard, and vinegar. Put in bottom of loaf pan. Cut slices of pineapple and arrange in pattern on bottom of pan.

Combine ground ham, fresh pork, beaten eggs, milk, crumbed crackers and potato chips. Mix well. Pack in pan being careful not to disarrange the pineapple slice pattern. Bake loaf in 375 degree oven for about 1½ hours. Unmold bringing the pineapple slices on top.

"Mom always sets a buffet table for the midnight supper when Pop entertains his cronies . . . A large platter holds the baked ham which the men slice for sandwiches. Tiny pickled onions and strips of pimientos look like pearls and rubies on the dill pickles. Mom baked an apple pie which she rimmed with crunchy, crackling potato chips."



Midnight Supper for Pop and his Cronies

Baked ham	Pickled pears	Rye bread	Buns
	Tossed salad	Potato chips	
Relishes	Mustard	Horseradish	
Apple pie	Cider	Coffee	

Table: any good sized table, preferably oblong

Linens: coarse ecru damask

Serving silver: carving knife, carver's aid fork, pie knife

China, glass, table silver: gay, colorful, and substantial

Potato chip rimmed apple pie

Bake an open apple pie in large, deep pie plate. Ten minutes before removing the pie from the oven lay a ring of large potato chips on the surface just inside the pastry rim.

Baked Stuffed Fish

Cleaned and boned white fish

Stuffing:

1 cup finely crumbed potato chips	2 tablespoons lemon juice
1 cup day-old bread freshly crumbed	1/3 cup chopped parsley
1/4 cup melted butter or margarine	1/3 cup chopped dill pickle
1/4 teaspoon salt	few capers if desired

Rub inside and outside of cleaned boned fish with salt. Mix ingredients for dressing and stuff the fish. Close the opening with toothpicks laced with cord. Cut 3 or 4 gashes in sides of fish to prevent skin curling. Place in baking dish in 550 degree oven for 15 minutes. Reduce temperature to 425 degrees for an additional baking time of 30 minutes. Serve hot with a cress or parsley garnish.

Green, Red and Golden Brown Vegetable Casserole

3 cups fresh green beans (stringless)	2 tablespoons bottled horseradish
2 cups tomato sauce	1/4 teaspoon salt
1/2 teaspoon sweet basil, if desired	1/4 teaspoon paprika
	Potato chips

To make the tomato sauce use 2 tablespoons butter and 2 tablespoons flour cooked until bubbling. Add 2 cups tomato juice. Stir and cook until sauce is smooth.

Wash and cut ends from beans. Put the beans in casserole. Add tomato sauce and seasonings. Top with potato chips. Bake the casserole dish in a 350 degree oven for about 1 hour.

Magic Cookie Chips with Banana Milk Shake

Let's have something cold to drink

1 1/3 cups sweetened condensed milk	2 cups shredded coconut
1/2 cup peanut butter	1 cup crumbled potato chips

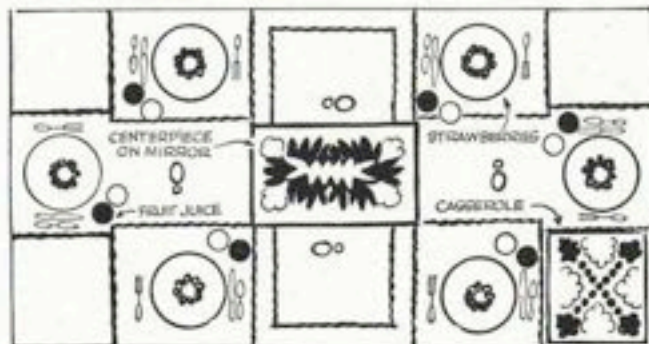
Mix condensed milk and peanut butter. Add the coconut and potato chips. Drop the mixture by spoonfuls on greased baking dish. Bake at 375 degrees for about 15 minutes.

Banana Milk Shake

3 ripe bananas	3 cups cold milk
----------------	------------------

Peel the flecked brown skins from ripe bananas, mash the banana pulp. Add milk. Shake well. Serve cold with a dusting of nutmeg or cinnamon, if desired.

"Here is a study in red and white. The red repeats itself in the centerpiece, in the sparkling drink, and in the rings of fresh, unbulled strawberries. Snowy powdered sugar centers each ring. The casserole which has been brought piping hot to the table offers a preview of good things to come."



Red and White Luncheon

- Circlets of fresh strawberries Powdered sugar mounds
 Casserole of ham, green beans, mushroom soup
 and potato chips
 Wilted lettuce salad Rolls Cottage cheese
 Fresh rhubarb tarts

Table: select one with polished top.

Linens: lace and embroidered linen luncheon set.

Centerpiece: red and white tulips in glass bowl.

China: ivory white china.

Glass: salad plates for first course, relish dishes.

Silver: luncheon knife and fork, teaspoons, salad forks for tarts.

Strawberry circlets

Select large, dead-ripe, perfect strawberries. Wash carefully. Drain but do not remove hulls. Arrange berries in circle on tea size or glass salad plates. Pack powdered sugar into small rounded container (small section of egg cup may be used) Unmound sugar in center of each plate.

How To Serve A Group of Fifty . . .

Let's talk about the quantities needed. If you are in doubt as to the amount of fruit punch, let's say, to serve fifty people get a punch glass of the size you will be using. Fill it with water as full as you think it will be filled with punch. Measure that water by putting it into your measuring cup. Multiply that amount by 50. There you have the amount needed for *one* serving per person. If you know that guests come back for two or three helpings multiply your original amount by two or by three. You may count, however, on a certain number, about a third—who will not come back for a second helping.

If you are having scalloped potatoes say to yourself, "Now I'm sure that each person will eat the equivalent of one potato, therefore, for 50 I'll need 50 potatoes." If you have scales in your kitchen weigh out a pound of potatoes. You'll find that 3 average sized ones weigh a pound. If you don't have scales ask the grocer to weigh out a pound for you, then multiply to get what you will need.

Don't get panicky about the total number to be fed. Just think of the size of an individual serving, multiply that, and there you are.

For your use in planning we are including a table of amounts to serve fifty.

TABLE OF QUANTITIES NEEDED TO SERVE 50

Soup or bouillon 12 quarts

Meat

- Roast fresh ham 20 pounds
 Smoked ham 3 hams weighing about 14 pounds each
 Ground meat for meat loaf . . . 10 pounds

Vegetables

- Mashed potatoes 1 peck raw potatoes, 1 quart milk, ½ pound butter or margarine
 Creamed potatoes 1 peck raw potatoes, 3 quarts cream sauce
 Canned 4 No. 10 cans
 Carrots or other root stock . . . 10 pounds
 Potato chips 6 pounds

Sandwiches

- Bread 100 slices Butter 1 pound
 Buns 100 Filling spread 1 quart

Salad

Lettuce to use as base	7 firm heads
Potato salad	10 quarts
Mayonnaise	6 cups
Fruit salad	8 quarts
Chicken salad	10 quarts. (Requires 20 pounds fowl or four 5 lb. fowl; 5 quarts celery; 1 cup French dressing; 4 cups mayonnaise).
Olives	3 quarts (allow 3 olives per person)
Celery	20 bunches

Dessert

Ice cream	6 to 8 quarts	Sherbet	3 gallons
Whipped cream	1 quart (After whipping this gives 50 rounding tablespoons)		
Pie	6 to 8 10-inch pies		
Cake	4 large		

Fruits

Berries for shortcake	8 quarts	Fruit cocktail	6 quarts
-----------------------	----------	----------------	----------

Beverages

Hot chocolate	2½ gallons (requires 1 pound chocolate)		
Coffee	1¼ pounds	Cream for coffee	1¼ quarts
Tea	2¼ ounces	Lump sugar	1½ pounds

Suggested Main Courses

- Chili con carne — Potato chips — Cole slaw.
- Spanish rice with cheese and tomatoes — Lettuce sandwiches — Potato chips.
- Baked beans — Pickles — Brown bread.
- Roast turkey — Cranberry sauce — Mashed potatoes — Green beans.
- Meat balls — Mushroom gravy — Mashed potatoes.

Suggested desserts

- Cottage pudding cut into squares served with lemon or chocolate sauce.
- Sheet of sponge cake, split, covered with banana slices, rich soft custard, whipped cream or spread with crushed peanut brittle mixed with whipped cream.
- Pineapple circles (Rich pastry circles topped with pineapple slice and whipped cream).
- Shortcake (Strawberry with heavy plain cream).
- Pie (any kind).
- Turnovers (apple or mince).
- Ice cream (with or without sauce).
- Apple crisp with cream.
- Date and nut torte (use some crushed potato chips in place of part of the chopped nut meats).
- Hot doughnuts and cheese.
- Hot steamed pudding and lemon sauce.

Let's Eat Potato Chips!

When raw potatoes are made into potato chips certain losses and gains occur in their nutritive value.

Water is lost, mineral salts remain about the same, vitamin changes are uncertain. Some starch is lost. Increases in fat and in protein take place. (Protein percentage increase is due to loss of water which decreases the weight, thereby "upping" the percentage of protein in a weight of chips equal to the same weight of raw potato.)

The salt added to potato chips during their manufacture helps to replace some of the salt lost by the body during excessive perspiration.

Crunchy potato chips offer texture contrast to soft, creamy foods which are served so frequently. Dentists say exercise helps to keep the gums in better health.

Busy homemakers like potato chips because they come ready to use.

Smart hostesses use potato chips because chips have both eye- and appetite appeal.

By and large, potato chips are popular with young folks, and with those not so young, even with grandma and grandpa!!

Compliments of

GOLDEN TULIP POTATO CHIPS

Manufactured by

Knox Food Company . . . in San Diego since 1923

4764 Logan Avenue . . . Phone M 4 3161

