Wouldn’t the sentence "I want to put a hyphen between the words Fish and And and And and Chips in my Fish-And-Chips sign" have been clearer if quotation marks had been placed before “Fish,” and between “Fish” and “and,” and “and” and “And,” and “And” and “and,” and “and” and “And,” and “And” and “and,” and “and” and “Chips,” as well as after “Chips”? 

NOTE: If this were done, the original sentence would read as follows: “I want to put a hyphen between the words ‘Fish’ and ‘And’ and ‘And’ and ‘Chips’ in my Fish-and Chips sign.” (You would use single hyphens because double hyphens are used to begin and end the sentence inside the larger sentence.)