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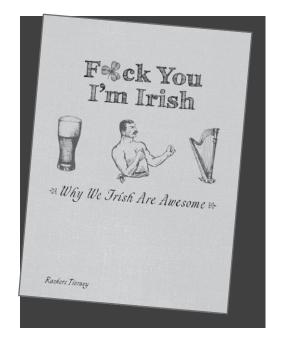
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Book Excerpt:Streetwise Slang from the Old Country

In case you think the only phrases the Irish brought to the New World were "colleen" and "Erin go bragh" let's just set the record straight, shall we?

Using 'buns' to refer to a shapely rear end probably comes from the Gaelic geographic term *bunn* for base or lower part, as in the 'bottom of a hill'.

Then there's slogan. We're familiar with it nowadays from bland advertising campaigns. However, it's derived from the rousing *slua ghairm*, which means "the yell of the crowd" or a "battle cry."

Suddenly, all those phony catchphrases seem livelier, especially if you know that phony is said to come from *fáinne*, the Gaelic word for ring. Passing off brass trinkets as gold was one means of earning money for Irish immigrants who weren't experiencing too much of that famous Irish luck.. Ya dig? I'm sure you do, as dig in this context is a form of the Irish verb *tuig*, to understand.

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