

Abstract: Where is *Ztradach* situated? Explaining the place name mentioned in the *Conversio Bagoariorum et Carantanorum*

The *Conversio Bagoariorum et Caranthanorum*, composed in the late 9th century, lists the church of *Ztradach* among those consecrated by archbishop Adalwin of Salzburg. The hitherto unexplained place name, supposed to be either of Slavic or Romanic origin, is shown to be Slavic in form and correspond to present-day *Stöttera* in northern Burgenland. Its Hungarian naming, *Selegd*, means „place of the Wednesday fair“.

Keywords: Place name; Slavic place name; old high German loan-name; Slavic primary name; old high German bilingualism; translated Hungarian name; topographical localisation

Schlagworte: Ortsname, slawischer Ortsname, althochdeutscher Lehnname, slawische Namenbasis, althochdeutsche Zweisprachigkeit, ungarischer Übersetzungsname, Lokalisierung