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SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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FORM 8-K

Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

April 9, 1998  
Date of Report (Date of earliest event reported)

THE LIMITED, INC.  
(Exact name of registrant as specified in its charter)

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Delaware (State of other jurisdiction of incorporation)	1-8344 (Commission File no.)	31-1029810 (IRS Employer Identification No.)
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Three Limited Parkway  
P.O. Box 16000  
Columbus, OH 43230  
(614) 479-7000

(Address of principal executive offices)

Item 5. Other Events

On April 9, 1998, The Limited, Inc. announced March 1998 sales figures.  
See press release attached as Exhibit 99.1 hereto.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits

(c) Exhibits

99.1 Press release dated April 9, 1998

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the  
registrant has duly caused this report to be signed on its behalf by the  
undersigned thereunto duly authorized.

THE LIMITED, INC.

By: /s/ Kenneth B. Gilman

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Name: Kenneth B. Gilman  
Title: Vice Chairman of the Board of Directors  
and Chief Administrative Officer

April 9, 1998

EXHIBIT INDEX

99.1 Press Release dated April 9, 1998

THE LIMITED, INC. REPORTS MARCH SALES

Columbus, Ohio (April 9, 1998)--The Limited, Inc. (NYSE/LSE: LTD) reported net sales of \$765.5 million for the five-week period ended April 4, 1998, an increase of 6%, compared to sales of \$719.1 million for the comparable five-week period ended April 5, 1997. Sales of \$1.371 billion for the two months ended April 4, 1998 increased 6% from sales of \$1.289 billion for the same period last year.

The Company's comparable store sales increased 4% for the five weeks and the nine weeks ended April 4, 1998.

The Limited, Inc., through Express, Lerner New York, Lane Bryant, Limited Stores, Structure, Limited Too, Galyan's and Henri Bendel, presently operates 3,700 specialty stores. The Company also owns approximately 83% of Intimate Brands, Inc. which, through Victoria's Secret Stores and Bath & Body Works presently operates 1,737 specialty stores and distributes apparel internationally through the Victoria's Secret Catalogue. The Company owns approximately 84% of Abercrombie & Fitch which currently operates 159 stores.

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For further information, please contact:

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