

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>STRITZKE JERRY D</u> (Last) (First) (Middle) <u>MAST INDUSTRIES, INC.</u> <u>3425 MORSE CROSSING</u> (Street) <u>COLUMBUS OH 43219</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/26/2004</u>	3. Issuer Name and Ticker or Trading Symbol <u>LIMITED BRANDS INC [LTD]</u> 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>CEO Mast Indus/SVP Prod&Sourc</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) <u>04/01/2004</u>
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Stock Option - Right to Buy	08/16/2003	08/16/2009	Common Stock, \$0.50 par value	18,832	22.4063	D
Stock Option - Right to Buy	08/16/2003	08/16/2009	Common Stock, \$0.50 par value	33,930	21.2335	D
Stock Option - Right to Buy	(1)	01/31/2010	Common Stock, \$0.50 par value	9,400	15.3438	D
Stock Option-Right to Buy	(1)	02/05/2011	Common Stock, \$0.50 par value	18,900	19.4	D
Stock Option - Right to Buy	(2)	05/13/2011	Common Stock, \$0.50 par value	100,000	16.35	D
Stock Option-Right to Buy	(1)	02/04/2012	Common Stock, \$0.50 par value	30,000	17.75	D
Stock Option - Right to Buy	(1)	02/03/2013	Common Stock, \$0.50 par value	35,000	12.66	D
Stock Option - Right to Buy	(1)	02/02/2014	Common Stock, \$0.50 par value	35,000	18.74	D

Explanation of Responses:

1. Option vests 25% per year beginning on the first anniversary of the date of grant.
2. Option vests 10% on the first, second and third anniversaries of the date of grant, 15% on the fourth anniversary, 20% on the fifth anniversary and 35% on the sixth anniversary.

Remarks:

By: Robert J. Tannous,
Attorney-in-Fact

08/04/2004

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.