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BODY BEAUTIFUL STEELS THE SHOW

SEXY poster girl Marjo Selin could show the guys a thing or two about tuning up the body beautiful.

A bodybuilder from Finland, Marjo appears in ads for Midwest Steel rails and the response to them has pleased the company.

Some people have called the 5-ft. 7-in beauty a Raquel Welch look-alike. But she took the advertising job because it wouldn't be cheesecake.

"I'd done fashion features before, but this was the first time I'd used bodybuilding in connection with a product," says Marjo.

She started bodybuilding six years ago in her native Finland, under the watchful eye of her husband, Hannu. The couple moved to Washington, D.C., five years ago, where Hannu works at the Finnish Embassy. Marjo is a university student.

She admits she was "a little overweight" when she started bodybuilding, and has dropped from a size 10 to a size 6 in five years. The 26-year-old poster girl can also lift 250-lb. weights.

"I've gotten fan mail from around the world," says Marjo. "People write to me from Pakistan, Japan and Scandinavia."

The Midwest Steel Corporation is also happy about Marjo's popularity. They include a coupon in the ads, which appear in trade journals circulated to railroad executives, offering a Marjo poster.

The only complaints have come from the National Organization for Women, which criticized Marjo's scanty attire.

"I thought the ads were taseteful," says Marjo. "And I thought women would support another woman being able to use and promote bodybuilding." □



PHOTO: RHODA BAER



You won't catch sexy poster girl Marjo Selin eating too many ice cream pops.