



ANDERSON COOPER 360 DEGREES

Didusch Museum on CNN

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JEANNE MOOS, CNN CORRESPONDENT (voice-over): These days the come-ons come in e-mail, promising bigger, longer, stronger, but what's really long is the history of quackery.

To spark up your sex life, there have been gizmos ranging from the vibrating chair for women to the unisex violet ray machine with attachment that go places best left to your imagination.

DR. REINER ENGEL, AMERICAN UROLOGICAL MUSEUM: We haven't had any volunteer who is willing to have those sparks delivered.

MOOS: Here at the American Urological Association headquarters near Baltimore, even the flags are limp. The urological museum features head shakers like a kidney stone so big doctors had to take out the kidney.

At the just-opened quackery exhibit, you can find items like the Heidelberg belt. Guys, you can imagine where the loop goes. The belt delivers a small electrical charge that promises quick relief of all weaknesses.

MOOS (on camera): What is the most sort of blatant, dumbest piece of quackery you ever saw?

ENGEL: Probably a rectal dilator.

MOOS (voice-over): Yikes. Dr. Young's perfection comes in ever- larger sizes, guaranteed to cure ills ranging from insomnia to impotence.

ENGEL: Try one.

MOOS (on camera): Not on camera.

MOOS (voice-over): Here's a charmer intended to discourage nighttime arousal.

ENGEL: The teeth would dig in there and (UNINTELLIGIBLE).

MOOS (on camera): The Spermataria (ph) ring was sold in a Sears catalogue in 1903 for 25 cents.

MOOS (voice-over): As for the violet ray machine that delivers a tiny charge, it came with attachments to improve your eyesight, grow hair, fix your thyroid.

And then there's the infamous device even Austin Powers disowned. The exhibit's curator says it might work, but only if you used it all the time risking tissue damage. ENGEL: If I take your tongue and put a couple of weights on it, and if you do it for a year, you have a tongue that hangs down to here.

MOOS: Jeanne Moos, CNN, Baltimore.