

# Lucky Craft B'Freeze 78 SP Pointer Lure 9,2g MS American Shad



Lucky Craft



Product number: LC-BF78SP-270MSAS

A blend of action and imitation that makes the Pointer - B'Freeze a classic in lure fishing.

Weight: 0.0092 kg  
15,99 €\* 15,99 €

The B'Freeze / Pointer has been designed with a very low center of gravity through the use of special brass weights. The low center of balance causes the lure to wobble and vibrate whenever the retrieving motion is stopped. The B'Freeze / Pointer will suspend 1,2-1,5 m deep and will emit an intriguing fish-calling vibration, while in the suspended state. A short twitch of the fishing rod will generate the "Walk the Dog" action under the water.

Within each Pointer 78 is the essence of Lucky Craft's dedication to precision in design and function. "The Pointer 78 is Lucky Craft's crown jewel," says Skeet Reese. "As long as the visibility is 18 inches or better, I'll have one tied on." Due to its size and vast array of intricate color patterns, the 78 mimics nearly any baitfish, from shad and herring to Sunfish and Shiners. "Originally, the 78 was used as a schooling bait when targeting bass in open water during the summer and fall," Reese says. "But as more fishermen began using them across the country, it became apparent the bait had no boundaries in terms of seasons, species or regions. It's deadly on summer smallmouth in the northeast, pre-spawn largemouth in the south or wintertime spotted bass. It's truly a universal lure." Reese ties a 78 to a 7-foot medium action rod and casts it on 8- to 20-pound line. "Ideally a 78 will reach 4 to 5 feet on 8-pound test," he says. "But if I'm jerking the bait around shallow heavy cover like grass or wood, I have no problem tying it to 20-pound test. It won't go as deep, but heavy line does not impede the action." Reese also warns anglers about over working a Pointer 78. "There's no need to violently jerk or snatch this lure," he adds. "It's most effective side-to-side cadence is found with firm twitches and short pauses." "It's deadly on summer smallmouth in the northeast, pre-spawn largemouth in the south or wintertime spotted bass. It's a truly universal lure." — Skeet Reese

- Length: 7,8 cm (3")
- Weight: 9,2 g (3/8 oz)
- Class: Suspending
- Hook: VMC #6, #6

- Max Diving Depth: 1,2-1,5 m (4-5 ft)

\* incl. tax, plus [shipping](#)