

# Lucky Craft Pointers-Product Review

By Bob “Lucky” Lechel



Lucky Craft makes some of the most impressive and flat out fish-catching jerk baits available. The Lucky Craft “Pointer” series is no exception. In fact, the first BASS Western Open held on Elephant Butte in 1998 was won with a Pointer jerk bait and has created an almost cult-like following amongst the weekend anglers and Pro’s alike (not just the Lucky Craft sponsored Pros).

## The Specifics

Pointers come in a myriad of sizes from approximately 2.5”, 3”, 4”, 5” (65, 78, 100, and 128mm respectively). Each Pointer has an amazing weighting system. The smaller Pointers (65 and 78) have ample weight that allows them to be thrown on a light bait casting rig. The larger Pointers (100 and 128) have a weight transfer system. The weight in the bait travels towards the tail end of the lure during the cast. This allows for extra distance on casts, which enables the user to cast the lure in windy conditions and achieve the maximum depth of the bait.



As you work the bait down, with the first couple of twitches of the retrieve, the weight moves back to the middle of the bait and locks into a chamber which allows for perfect position while suspending.



Many jerk bait manufacturers claim that they make suspending jerk baits, but all pale in comparison to the suspending abilities of the Pointer.

### **Craftsmanship**

Lucky Craft is well known for its amazing variations of colors and most realistic finishes that even the most discerning angler could want (<http://www.luckycraft.com/luckycrafthome/Products/jerkbait/pointer100sp.htm>). The Pointers are also built with great durability. The lip of the bait does not crack or fall apart as you deflect off of cover/structure (intentional or not). I've had numerous Pointers and beat some of them up pretty good and have never had the durability of structural components be an issue. Each Pointer comes with high quality VMC black nickel hooks matched to the size of the bait to not hinder the suspending characteristics. There is no need to switch the stock hooks on these baits.

Each bait comes with the Lucky Crafts oval split ring. The oval split ring prevents the knot from ever slipping into the split of the split ring; which is a common cause of line failure while fighting a fish.



## **Action**

The Pointer line of jerk baits has great erratic side-to-side (or walk-the-dog) action. Every Pointer is incredibly easy to work and, when paused, the internal weights and low center of gravity give the lure a shimmy action that bass can't resist. When thrown on 10lb test line and a medium action rod (I'll use a medium heavy rod on the 128s as they are 1oz) the bait will dive approximately 4-5 feet on the retrieve, depending on the length of cast. Lucky Craft also has a "DD" version of bait that is the deep diving brother of the Pointer series. This bait has all the features of the standard Pointer with exception of a larger diving lip. The bait (using the same equipment above) will dive approximately 7 feet on the retrieve and has a slightly wider wobble than the original Pointer. When the fish are unwilling to commit to a shallower running jerkbait or while fishing the tops of submerged vegetation the "pointer DD" has turned into my favorite go-to tool for getting the bait down those few extra feet into the strike zone.

In my opinion, a premium suspending jerk bait such as the Lucky Craft Pointer, day in and day out, will out catch a floating model 5 to 1 and sometimes higher in the right conditions with the correct retrieve cadence (very important). Lucky Craft has hit the mark when they designed the Pointer line of jerk baits and you will be hard pressed to find me without one tied on, year-round. Yup. They are that good.

For more information on or to purchase Lucky Craft Pointers please contact Charlie's Sporting Goods Albuquerque, NM at 505-275-3006 (8508 Menaul Blvd NE).

**[Bob is on Pro Staff for Lucky Craft, Skeeter, Yamaha, G. Loomis, Gamma, Charlie's Sporting Goods, San Juan Marine & Sports and Shimano]**