

[G.Loomis Mag Bass Rod MBR 844c IMX 7' Heavy](#)

Reviewed by Bob “Lucky” Lechel

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When it comes to bass fishing, just about everyone knows that pitching is a key technique in being successful at fooling those little green fish. If you don't, it's time to expand that repertoire and catch those fish you've been missing. Pitching is probably my most utilized technique and is almost always a primary technique during my tournament successes. The MBR 844c rod steps up to the plate and hits it out of the park when it comes to the ability to deliver a bait to that perfect spot underneath an overhanging limb on a tree and then in the hand-to-hand combat that ensues.

First got my hands on the 844 in IMX graphite in 2003, bought another one a couple of years later, and then another one a year or so after that. If you're counting, that's three of them. When I'm asked what my favorite rod is, “MBR844” just rolls off my tongue as a conditioned response. Did I mention I have three of them?

The G.Loomis Mag Bass series of rods all feature Fuji real seats and exposed blanks near the trigger which increases the angler's sensitivity on a blank that is already sensitive. The 844 comes in 3 different graphite selections (GL3, IMX, and GLX). Each of these high modulus graphite models step up the sensitivity and decrease the weight, with the GLX being the top dog among them. None of them are heavy. It's more along the lines of light, lighter, and “where did my rod go?”

The Mag Bass series are fast action rods with a magnum power butt section. What does this mean? The 844 is a heavy action rod but with a tip that has the right amount of flex (still retains fast action) allowing the angler to place/pitch/cast their bait lower to the water and with less effort. The upper ¼ of the rod loads nicely and delivers longer, more accurate bait presentations. When you get a bite, the magnum power butt section and the 7 foot length kick in quickly to deliver penetrating hook sets, the power to horse them away from the cover and control them at the boat.

The MBR844 was designed by G.Loomis primarily for pitching and moderate duty flipping, which is the bulk of its duties on my boat. That said the MBR844 is the most versatile rod in my arsenal. It has seen a lot of use for Carolina rigging plastics, throwing tube jigs (1/4 oz jig head), weightless senkos, and swim baits.

The 844 is not a new or hot item on the market. It has been in the G.Loomis arsenal for years and rightfully so. G.Loomis refers to them as their “Pride and Joy”, for me, it's more like my “Bread and Butter”. Did I mention I have three of them???

You can find G.Loomis rods in Albuquerque, NM at Charlie's Sporting Goods or go to www.gloomis.com to find a dealer near you.