**Guaranteed Lowest Prices     
If you find a lower price, on any product we stock, we would like the opportunity to beat it. We owe our success to you, the more I can keep our costs down (yours and mine) the more time we can spend on the lake. With that in mind, my commitment to my friends (Some may call you customers) is to provide you with quality products at affordable prices. We know that price is a critical concern. Our goal is to eliminate this concern by assuring you that by choosing Durhams Tackle you’re getting the lowest prices anywhere. There are some common sense boundaries that apply. We must be able to verify the lower price. Lower prices that cannot be confirmed will not be honored. The source of a lower price must come from an authorized dealer within the United States.**