So let us assume that when you have practiced stroking the cue in a straight line, so that your cue tip now hits the cue ball:
a) your cue follows through in a straight line
b) you don't grab the cue in a vain effort to avoid a miscue
c) you don't twist the cue in the direction of the spin in a vain attempt to exaggerate that spin.
1)Hitting high on the cue ball: The cue ball might 'chirp' on the cloth, but it immediately stops spinning and continues to roll normally
2)Hitting centre on the cue ball: The cue ball slides forward on the cloth until friction stops the slide and it continues to roll forward normally
3) Hitting low on the cue ball:the cue ball spins in reverse until friction stops the slide and it continues to roll forward normally;
4) So somewhere between hitting HIGH and hitting CENTRE,logic dictates that there is a spot to hit the cue ball where the cue ball will simply roll forward with the cue tip, resulting in no traumatic force on the cue ball;
This spot lies approximately $2 / 3$ (actually $7 / 5$ times the radius) of the way up the cue ball.
Lets call this 'Natural Roll'. When hit here, the cue ball rolls with no friction between the ball and the cloth. It is also the spot where you impart maximum top spin.

