THERE IS A DIFFERENCE between hitting and swinging. A swinger tries to have the shaft straight at impact with the ball, while a hitter's objective is to retain the flex of the shaft at impact by applying muscular force through the wrists and forearms at the bottom of the swing arc. Why You May Be Wasting Your Money On Lessons By John Erickson with Al Barkow Photos By Rob Tipton/Boomkin Golf, courtesy Justin Young and Ballyhack Golf Club GOLF ILLUSTRATED OW GOUF ILLUSTRATED com 23