HEART IS “ALONE” (Capitol) at the top of the Hot 100 this week, dislodging Whitney Houston’s “I Wanna Dance With Somebody (Who Loves Me)” (Arista) by a small margin after two weeks. Houston still has a razor-thin edge in radio points, but Heart leads by a bigger margin in sales and wins in overall points. Bob Seger’s “Shakedown” (MCA) is gaining strongly in points and should be a contender for No. 1 next week.

SUSANNE VEGA’S “LUDA” (A&M) is the Power Pick/Airplay for the second week in a row, at No. 29. Based on the track record of past airplay picks, it has 40% of the audience “chasing” the fifth nationally, it’s already top five at KITS San Francisco and WSPK Poughkeepsie, N.Y. “Cross My Broken Heart” by the Jets (MCA) earned the Power Pick/Airplay when it was No. 50 in the June 13 chart; now it is top 10 at eight reporting stations and moving nationally. On the sales side, the power pick winner is Al Jarreau’s “Moonlighting” (Theme) (MCA). Its radio point gain is small this week because it is not picking up enough new stations, but the song continues to perform well in most markets, with top five reports from WXYZ Detroit (No. 5), WKST Milwauk ee (No. 3), and WXLK Roanoke, Va. (No. 4). Last week’s sales pick, George Michael’s “I Want Your Sex” (Columbia), takes a big jump from No. 21 to No. 11 nationally. What’s unusual is that the record is being played on only 147 of the 227 reporting stations, while other records in the teens on the Hot 100 are on 190-200 reporting stations. This indicates that the record is showing outstanding strength where it is being played.

POISON’S “I Want Action” (Enigma), the follow-up to the top 10 “Talk Dirty To Me,” regains its bullet this week at No. 55. Randy Bliss, the new PD at WBOQ Charlotte, N.C., where it jumps 21-14, says it will be “bigger than the first one. It’s in the top 10 in sales and requests.”

One record which loses its bullet this week despite strong response in many markets is Club Nouveau’s “Why You Treat Me So Bad” (Warner Bros.). It’s No. 1 at KAME El Paso, Texas, and moves 7-2 at KXX-106 Birmingham, Ala., 4-2 at KTT San Antonio, Texas, and FM-102 Springfield, Mo. It’s No. 2 at seven other stations. Bruce Willis “Under The Boardwalk” (Motown) also loses its bullet at No. 59, but moves 28-16 at WDGC Raleigh-Durham, N.C., and 11-7 at KFYR Bismarck, N.D.

The PARADE OF DEBUTS on the chart is led by Madonna with “Who’s That Girl” (Sire) at No. 43, continuing her unbroken string of Hot Shot Debuts since the feature was introduced. Among the seven other new entries is a chart hop for row group Fat Boys, entering at No. 72 with their remake of the Surfari’s “Wipeout” (Tin Pan Alley).