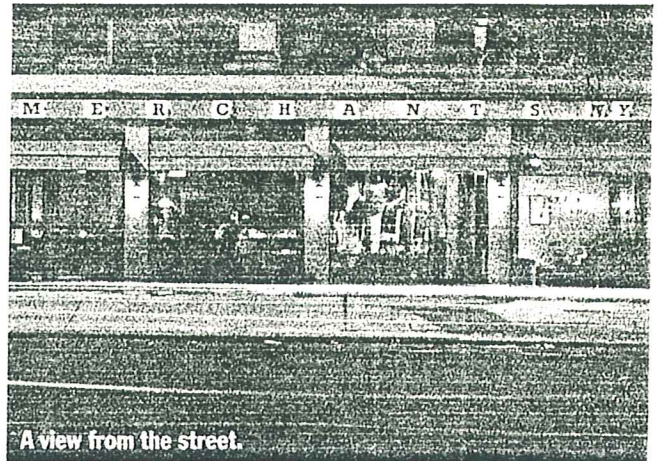


Scene



Adult Entertainment

NEW YORK — Merchants New York on the Upper West Side is the kind of place where a couple of New York Rangers can hang out during the playoffs without being bothered.

Even Abraham Merchants, co-owner of the new bar and restaurant at 521 Columbus Ave., conceded he didn't recognize any of the 1994 Stanley Cup winners when they stopped in dressed in suits.

Mission accomplished, says Merchants, who wanted his new location to appeal to a low-key, older crowd.

Having had success with Art Bar, Chicago Blues and another Merchants in Chelsea, Merchants and his partner, Andrew Emmet, wanted to give Upper West Siders "an adult place to go."

Of course, some of those adults will act like teenagers once they've sampled too many of the 17 types of single malt scotch or 26 different wines by the glass.

Although, during a recent visit, some patrons never got past the crowded bar or the hour-long wait for a table, those who did said they liked the prices for grilled salmon, roasted chicken and other light continental American fare — all of which cost less than \$12.

With a dining area, lounge, living room and bar, patrons' preferred seating fluctuates with their moods, says Merchants, adding that customers should favor the sidewalk cafe in warmer months.

"It's an attractive neighborhood place with reasonable prices," Merchants says. "There's no live music — nothing unusual. We're just normal people."

— ROSEMARY FEITELBERG