para-Ketonization Using Electrophilic Vinyl Ethers

**Significance:** The authors report a direct *para*-selective ketonization of arenes. This method makes use of a reusable template to ensure high selectivity.

**Comment:** A well-defined hard–soft interaction suppresses competitive routes and enables the functionalization of often challenging electron-poor systems.

**Vinyl Substitution Variation**

- R1 = Me, OCF3, SCF3, OCHF2, CF3, F, Cl
- R3 = H, Alk, Ar
- R4 = H, Alk

55 examples up to 82% yield

**Electron-Rich Arene Scope**

- 81% yield
- 75% yield
- 68% yield
- 58% yield

**Electron-Deficient Arene Scope**

- 77% yield
- 73% yield
- 66% yield
- 67% yield