

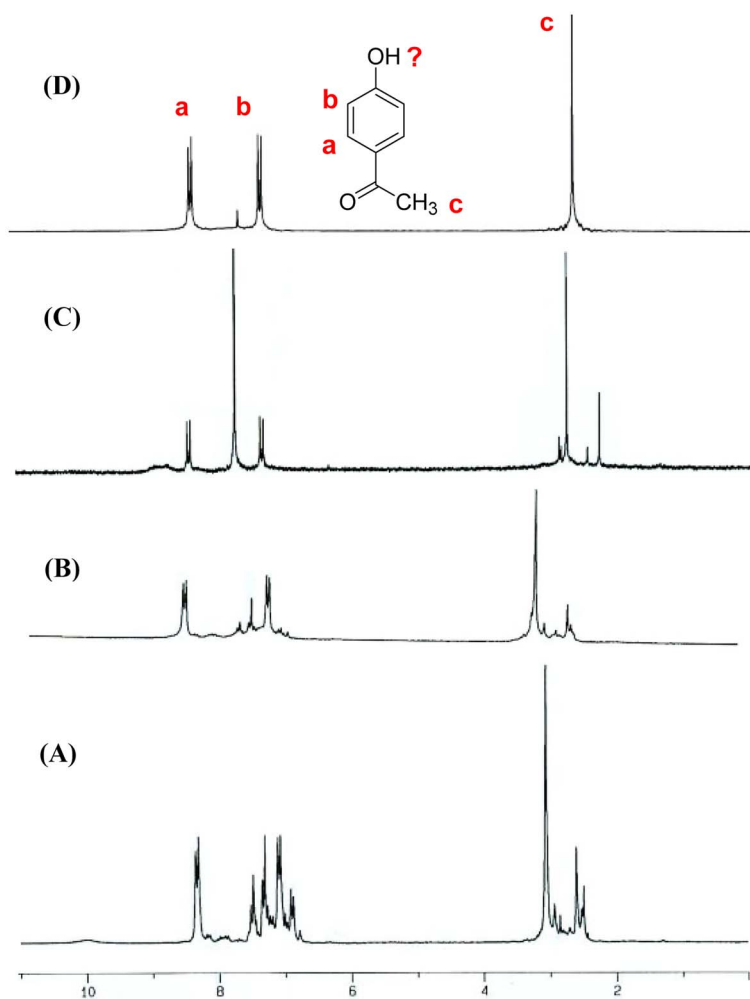
## Tf<sub>2</sub>O-Mediated Direct and Regiospecific *para*-Acylation of Phenols with Carboxylic Acids

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**Figure S1.** <sup>1</sup>H NMR (200 MHz, CDCl<sub>3</sub>) spectra of the reaction mixture of *para*-acylation of phenol with acetic acid activated with Tf<sub>2</sub>O to produce 4-hydroxy acetophenone. After 1 min (A), after 5 min (B), and after completion of the reaction (C). Commercial 4-hydroxyacetophenone (D).

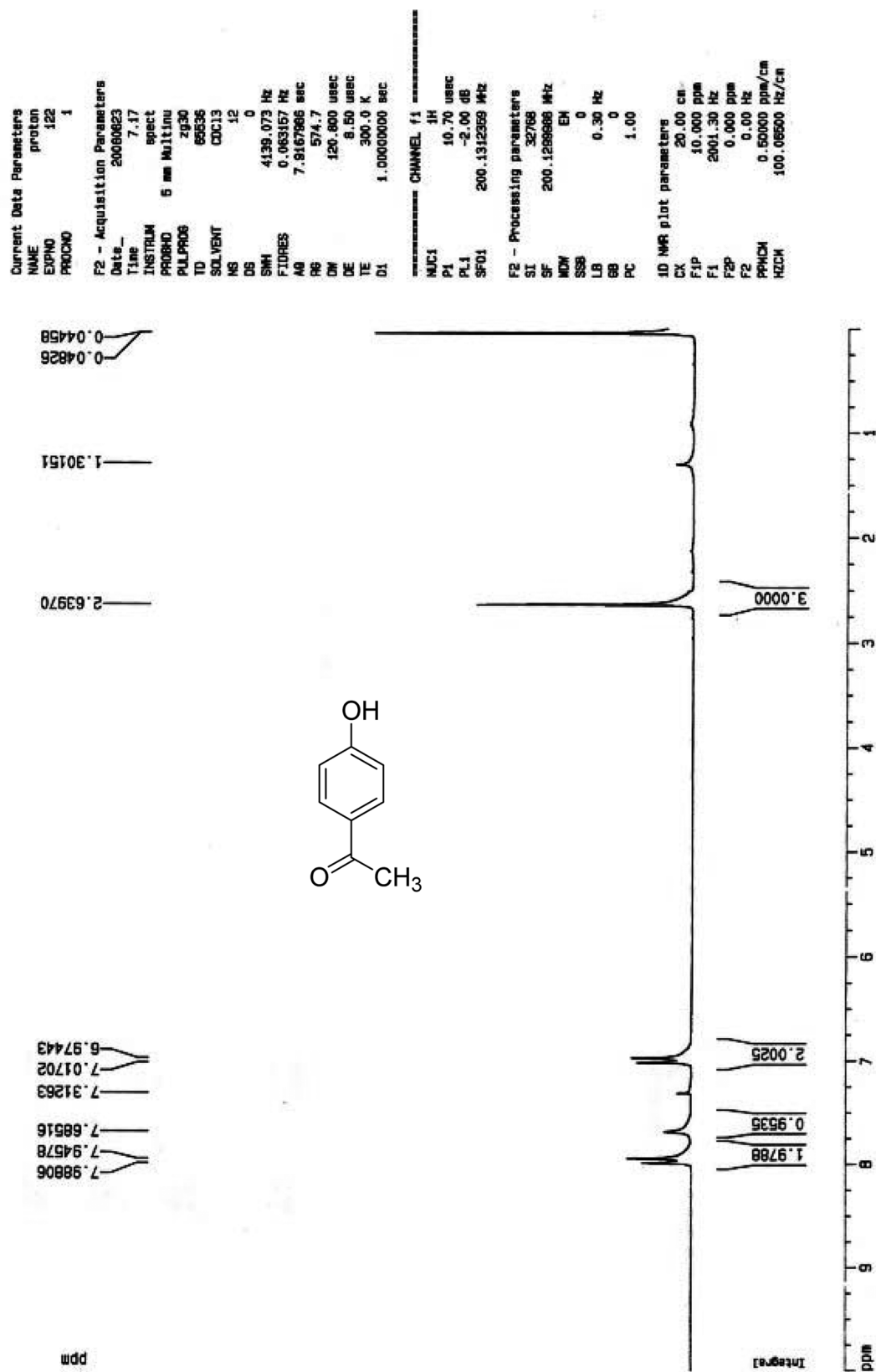


Figure S2. Purified 4-hydroxy acetophenone (Table 1, entry 1).

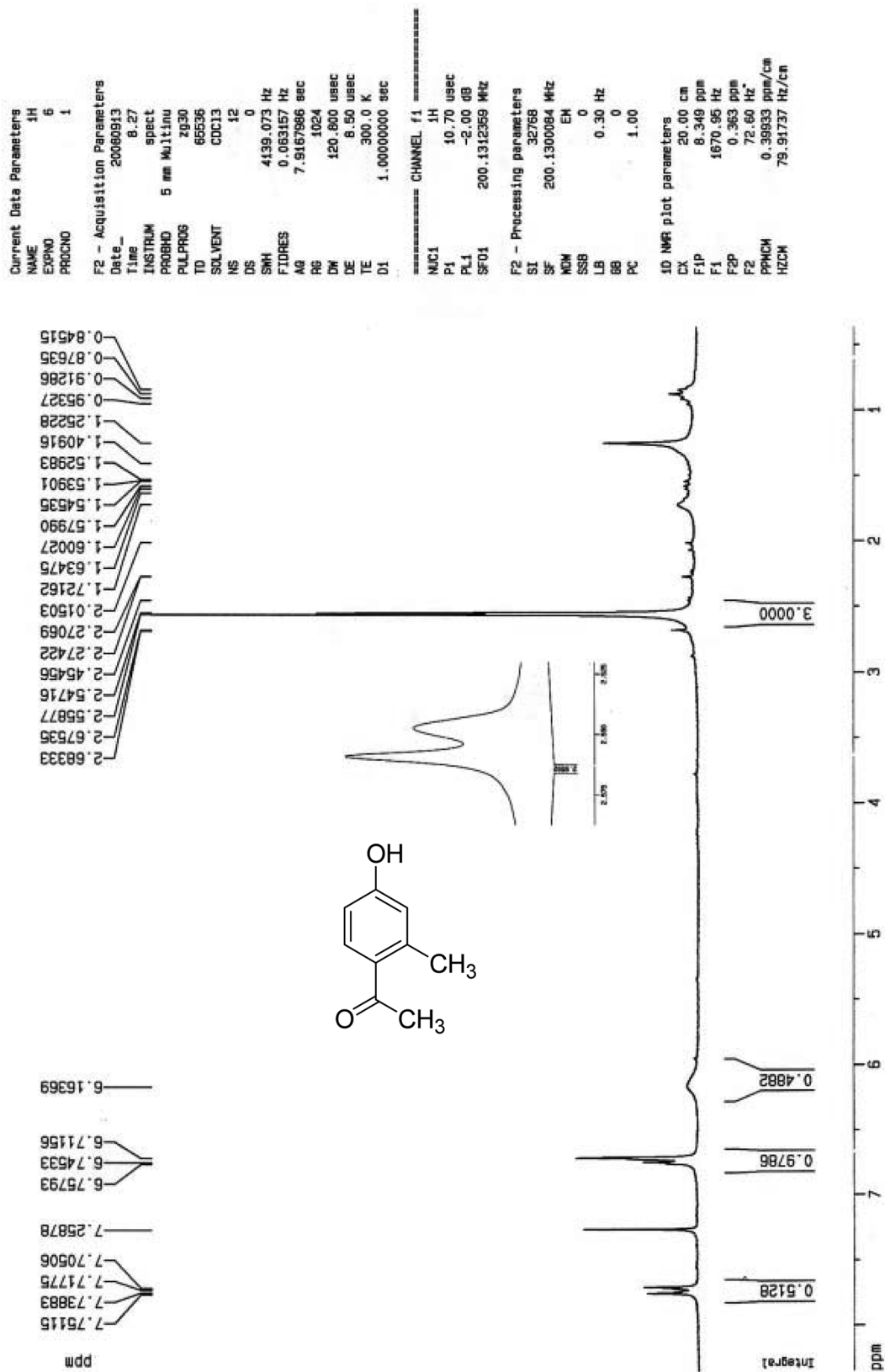
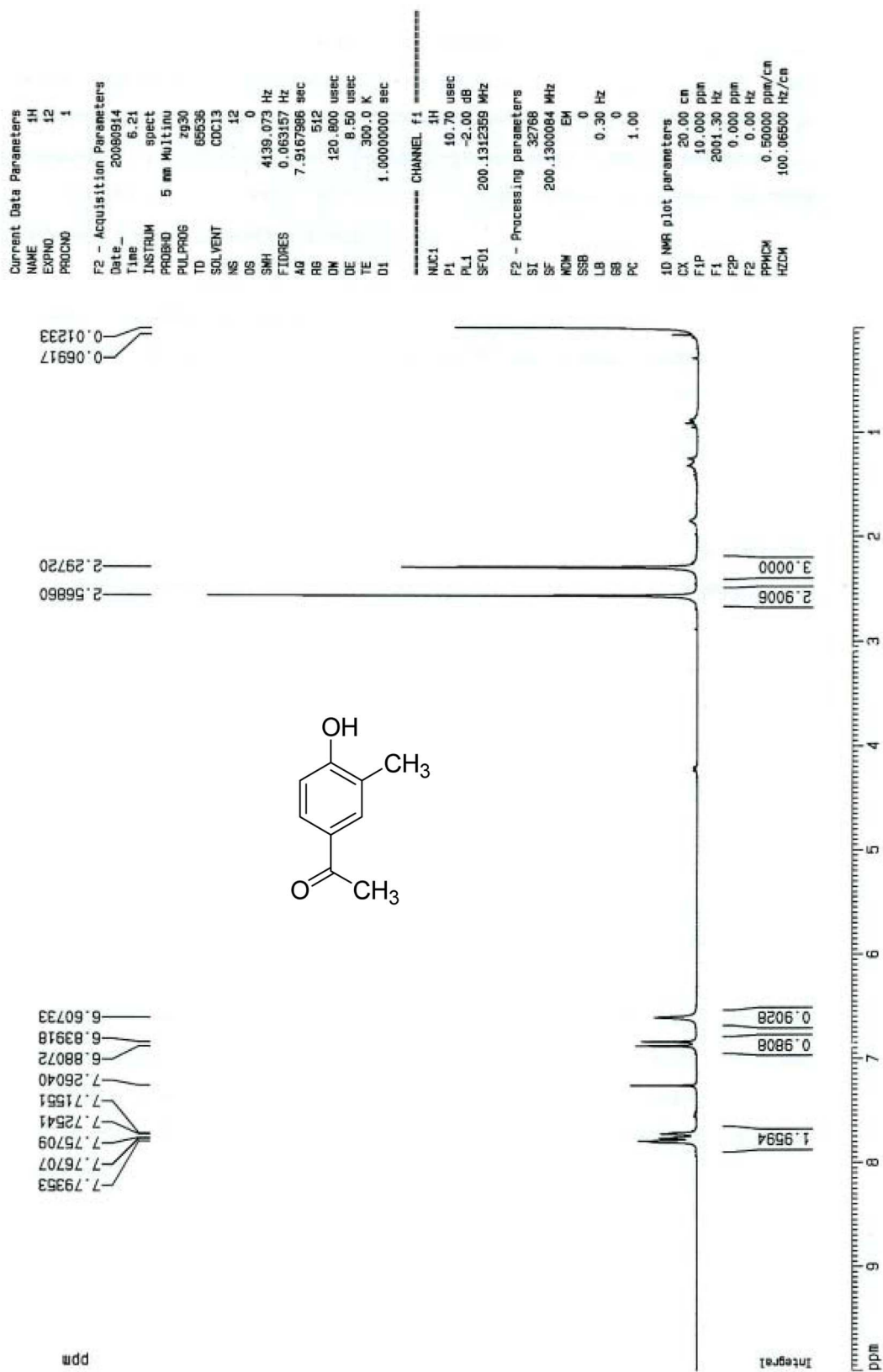


Figure S3. Purified 4-hydroxy-2-methyl acetophenone (Table 1, entry 5).

**Figure S4.** Purified 4-hydroxy-3-methyl acetophenone (Table 1, entry 4).

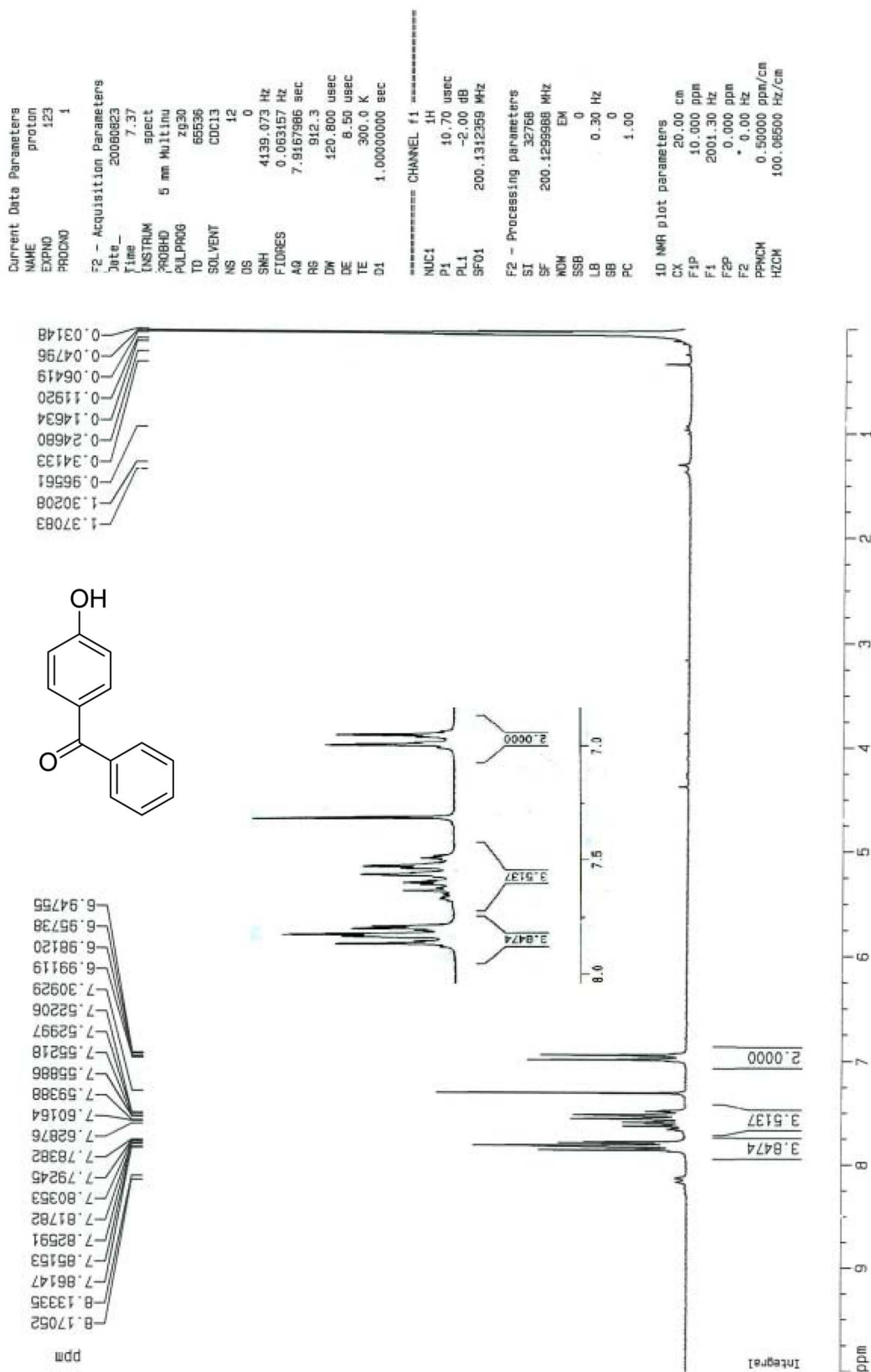


Figure S5. Purified 4-hydroxy benzophenone (Table 1, entry 3).

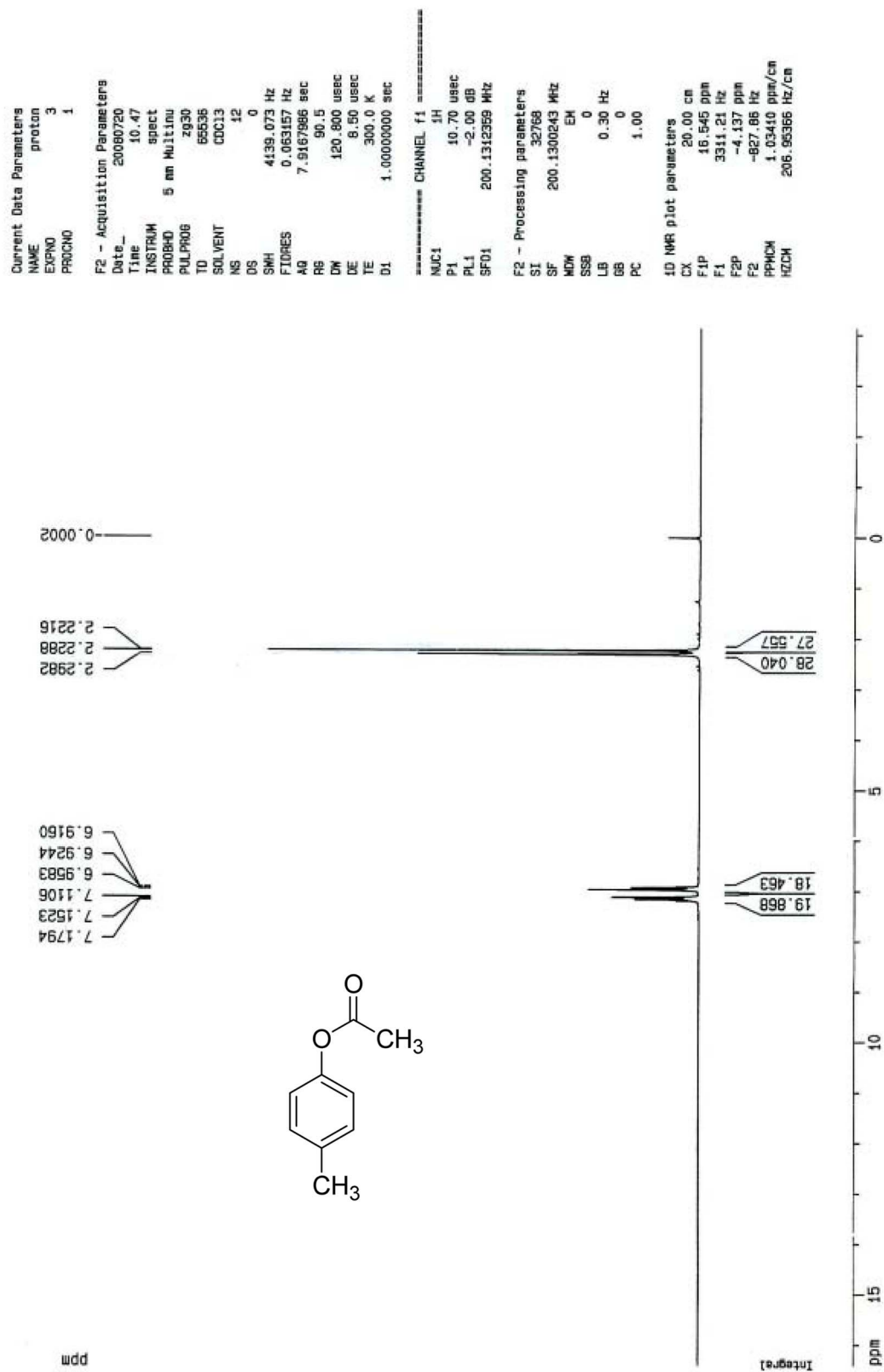


Figure S6. Purified 4-methylphenyl acetate (Table 1, entry 6).