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Dial Vice President Quits Post; Seeks Deal for Own Book Imprint

E. L. Doctorow has resigned as publisher and vice president of the Dial Press, Inc., a subsidiary of the Dell Publishing Company, to start his own book imprint and devote more time to writing.

In announcing his resignation, Mrs. Helen Meyer, president of the two companies, praised Mr. Doctorow as "a most creative editor and publisher," and said a successor would be named later.

Mr. Doctorow said he no longer wanted to be responsible for the administrative duties of his position, which he assumed last August, succeeding Richard W. Baron. Mr. Baron, a co-owner of Dial, sold his stock to Dell and left to form his own publishing house.

Mr. Doctorow, whose authors included Norman Mailer, James Baldwin and Howard Fast, said he expects to complete negotiations later this week with a New York publisher in the hope of launching his own imprint. Under the arrangement he would produce a series of books each year that would be promoted and distributed by an established publisher.

Several other editors have developed their personal imprints as a way of retaining editorial control over books while making use of the promotion and sales force of a big publishing concern. Among them are the Kurt and Helen Wolff books of Harcourt, Brace

& World, and the Seymour Lawrence books a Delacorte Press, another Dell subsidiary.

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Some weeks ago, Mr. Doctorow took leave from Dial to complete his third novel, "The Book of Daniel," which will be published by Random House this fall. The book, he said, is inspired by "a major political crime in the nineteen-fifties."

He is also writing a manuscript for young readers, "The First Book of Revolution," to be published by Mr. Baron's company.

Mr. Doctorow joined Dial in 1964 as editor in chief after five years as an editor with New American Library.

He is the author of "Welcome to Hard Times," and "Big as Life," two novels published by Simon & Shuster.