PAPER DOLLS BY BOWERS Ozma of Oz first appeared in "The Marvelous ADVILIEMLand of Oz," by L. Frank Baum. John R. Neill illustrated the second Oz book, which was published in 1904. Today, Clara is dressed up as one of Neill's versions of Ozma in a flowing robe trimmed with ribbon. Wide, draped sleeves add some style to the dress. For Ozma's long hair, an "Oz" diadem is framed by two large poppy flowers. A narrow crown finishes off the costume.