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A B S T R A C T

An elastically stretchable disposable wearing article 1 has a front waist region 6, a rear waist region 7 and a crotch region 8. This wearing article 1 is formed with a first elastic zone 21, a second elastic zone 22 and third elastic zones 23 respectively exhibiting stretch stress adjusted to be decreased in this order. An elastically stretchable web is continuously fed in a machine direction, formed with pairs of slits in desired patterns so that two slits constituting each of the pairs may be symmetrically laid about a transversely middle zone of the web and then folded in a cross direction orthogonal to the machine direction so that the web may be alternately overlapped on itself about the transversely middle zone to form the wearing article 1.