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`\long`

This command is used as a prefix to a macro definition. It tells TEX that the arguments to the macro are permitted to include `\par` tokens (p. '`\@par`'), which normally indicate the end of a paragraph. If TEX tries to expand a macro defined without `\long` and any of the macro's arguments include a `\par` token, TEX will complain about a runaway argument. The purpose of this behavior is to provide you with some protection against unterminated macro arguments. `\long` gives you a way of bypassing the protection.

Example:
```
\long\def\aa#1{\par\hrule\smallskip#1\par\smallskip\hrule}
\aa{This is the first line.\par
This is the second line.}
% without \long, TeX would complain
```
produces:

This is the first line.
This is the second line.