On the left hand side are 10 pictures that, with the word “ROLL” is added after it, give a definition that matches one of the items on the right hand side.

The pictures represent, from top to bottom:
- ROCK AND
- TOILET
- ARCTIC
- DRUM
- BARREL
- SPRING
- ESKIMO
- SWISS
- FINGER
- SAUSAGE

When paired up correctly (i.e. ROCK AND ROLL goes with ‘Style of music’), take the number indicated for that picture (i.e. take the 3rd letter of ROCK AND).

This spells out, from top to bottom: CALIFORNIA, another type of roll.

Fun note – the sixth picture could represent TOILET, BOG, LOO, or JOHN but the second letter of each of these is O.