

$$\begin{aligned}
& \text{Let } f = (\lambda r x. r \ x) \ ((\lambda x. PLUS \ x \ x) \ 12) \text{ In } TIMES \ f \ 256 \\
&= (\lambda f. TIMES \ f \ 256) \ ((\lambda r x. r \ x) \ ((\lambda x. PLUS \ x \ x) \ 12)) \\
&\rightarrow_{\beta} (\lambda f. TIMES \ f \ 256) \ (\lambda x. (\lambda x. PLUS \ x \ x) \ 12 \ x) \\
&\rightarrow_{\beta} (\lambda f. TIMES \ f \ 256) \ (\lambda x. PLUS \ 12 \ 12 \ x) \\
&\rightarrow_{\delta} (\lambda f. TIMES \ f \ 256) \ (\lambda x. 24 \ x) \\
&\rightarrow_{\beta} TIMES \ (\lambda x. 24 \ x) \ 256 \\
&\rightarrow_{\eta} TIMES \ 24 \ 256 \\
&\rightarrow_{\delta} 6144
\end{aligned}$$