Let
$$f = (\lambda rx.r x) ((\lambda x.PLUS x x) 12)$$
 In TIMES $f 256$

$$= (\lambda f. TIMES f 256) ((\lambda rx.r x) ((\lambda x.PLUS x x) 12))$$

$$\rightarrow_{\beta}~(\lambda f.\, \textit{TIMES}~f~\textit{256})~(\lambda x.(\lambda x.\textit{PLUS}~x~x)~\textit{12}~x)$$

$$\rightarrow_{\beta}$$
 (\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

$$\rightarrow_{\rm n}$$
 TIMES 24 256

$$\rightarrow_{\delta}$$
 6144