Two sounds of 'ow'

'ow' sounds like /oe/ at the END of a word

one syllable	two syllable
low	be low
tow	bell ow
row	fell ow
show	pill ow

BUT

'ow' ALSO sounds like /ow/ in the....

in the middle of a word	AND at the end of a word
cown clown	n ow h ow
howl	cow bow

Sometimes you just have to try it both ways to see which sounds best!