

If there is no God, each Man could make up their own morals as they see fit.

And because Atheists don't believe in God, each Man's morals would change as they would see fit for their situation as they would be their own "god".

In other words, Survival of the Fittest...That is, Atheists, adapt their morals as they see fit. Or, put another way, Atheists "make up" their morals as they go along in life.